



JANUARY 2026
MARKET UPDATE - NW4

A Market Adjusting to New Realities

January has revealed a clear shift in the NW4 market. Supply has surged to a six-year high, while buyer activity has fallen to its lowest January level in the dataset.

This is not a collapsing market – but it is a **recalibrating** one. Sellers have entered 2026 in large numbers. Buyers, for now, are moving more **cautiously**.

For homeowners considering a sale this year, understanding this imbalance is critical. Strategy and pricing discipline will determine outcomes in 2026.

Supply Has Accelerated Sharply

86 new properties launched in January – the **highest figure** recorded and nearly 25% above the six-year average.

Total stock now stands at 512 homes, also a **six-year high**. Compared to early 2023, the market is carrying over 130 additional properties.

For sellers, this means one thing: **competition has intensified**.

Buyers now have **more choice** than at any point in recent years. Standing out – on presentation, specification and price – is no longer optional.

Buyer Activity Has Slowed

Just 13 sales were agreed in January – the **lowest** January figure in the dataset and 35% down on last year.

With 86 new listings and only 13 sales agreed, the market absorbed **just 15%** of its new supply. In simple terms, for every seven homes launched, only one found a buyer.

This does not mean demand has disappeared. It means **buyers are selective** and concentrated at specific price points. The balance of power, for now, sits firmly with them.

The Pricing Gap Is Significant

The average new listing launched at £806,000.

The average property that actually agreed a sale? Just £410,000.

That £396,000 gap is the widest divergence in the dataset.

The price per square foot tells the same story:

- New listings: £654 per sq ft
- Agreed sales: £489 per sq ft

Buyers are transacting overwhelmingly at the more **accessible end of the market** – particularly flats and smaller units below £500,000.

Higher-value family homes are facing slower engagement unless priced decisively.

The key figure for sellers is £489 per square foot. That is where the market is currently operating.

Encouraging Signs Beneath the Headlines

While activity is lower, transaction quality has improved. Fall-throughs dropped to just 2 – the lowest in the dataset. Withdrawals are also **down year-on-year**.

This tells us that when properties are **priced correctly and buyers commit**, transactions are progressing reliably. The market is not unstable. It is selective.

Sellers who **align with current pricing** evidence are finding serious, proceedable buyers.

What This Means for Sellers in 2026

NW4 currently favours buyers. Stock is high, sales are limited, and price sensitivity is pronounced.

However, this also creates opportunity – for sellers who approach the market **strategically**.

Success in 2026 will depend on:

- Pricing in line with the **£489 per sq ft** evidence
- Understanding which segment of the market is active
- Presenting to a high standard
- Launching with realism rather than aspiration

The fundamentals of NW4 – transport, schools, green space and regeneration – remain strong. Demand has not vanished. **But it is disciplined.**

In this market, accurate pricing is not just important – it is decisive.

THINKING OF MOVING?

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